GREAT COMMUNICATORS ARE MADE, NOT BORN

WORKBOOK

CUSTOMER SERVICE SKILLS
Anthony Huey
President

Anthony Huey is a highly-rated speaker who offers session attendees pragmatic communications tools, tips and techniques they can use immediately.

Anthony’s 20-year career includes tenures as a news reporter, magazine senior editor, crisis management specialist, media relations consultant and executive speech coach.

He owns Reputation Management Associates, one of the nation’s leading communications training and crisis consulting companies. Anthony has presented at more than 2,500 media, crisis and presentational skills training workshops, seminars and speeches in his career.

His past client work includes a wide variety of advertising, public relations and communications initiatives for hundreds of trade associations, municipalities and companies, including Nike, Victoria’s Secret, Eli Lilly, Nationwide Insurance, The Kroger Company, and Procter & Gamble.

Anthony holds a Bachelor’s degree in Journalism from The Ohio State University.
Customer Service: *Perception is Truth*

Body Language

Cardinal Rules of Q&A

- Keep responses Brief
- Always Address, Never Dwell
- Always End with Your Message
- Never Lie
- Never get Angry
Keys to Memorable Conversations

- Conviction = Believability = Credibility
- Take Control with an Agenda
- Be Specific

The 4 Response Techniques

- Nuggets
- Bridging
- Bump & Run
- Turn the Tables

Overcoming Nervousness
Do You Mean What You Say?

To experience how inflection can alter the meaning of a word or phrase, read the following sentences out loud, putting emphasis on different words as you read.

I didn’t say you hurt my feelings. (Someone else said it.)
I didn’t say you hurt my feelings. (Strong denial.)
I didn’t say you hurt my feelings. (I might have suspected it…)  
I didn’t say you hurt my feelings. (Someone else hurt them.)
I didn’t say you hurt my feelings. (You just bruised them a bit…) 
I didn’t say you hurt my feelings. (You hurt my ego, though.)
Oral Interpretation
Vocal Emotions

1. It was a hot and sticky day not fit for a human.

2. The day was full of joy, clear and cool, and full of promise.

1. He was ugly, with warts and dirty hair, and an odor that would drive a train.

2. She was quite beautiful with long, flowing auburn hair and ruby red lips.

1. It is time to stand up for our rights. We must take back our government and make it work for the people.

2. I felt like Mother Teresa. I wanted to help and comfort my father in his time of need.
May we please use a quote from you about Anthony’s presentation?

__________________________________________________________________________________________

__________________________________________________________________________________________

Contact Information

Name (please print) __________________________ Title __________________________
Organization _________________________________________________________________
Address __________________________________________________________________________
City ______________ State_____ Zip_______ Phone # __________________________
Email address __________________________ Twitter: @__________________________

How would you rate this presentation?  ☐ Average  ☐ Good  ☐ Excellent

I would like information on hiring Anthony for:

TRAINING: ☐ Presentation Skills  ☐ Advanced Selling Skills  ☐ Crisis Communications
☐ Dealing with Difficult Conversations  ☐ News Interview Skills  ☐ Pitching the Media
☐ Customer Service Skills  ☐ Non-Verbal Communications

CONSULTING:  ☐ Message ("Nugget") Development  ☐ Crisis App
☐ Public Relations  ☐ Social Media  ☐ Executive Speech Coaching

Check if you would like to receive the supplemental presentation packet:  ☐

Referral?
Do you know of any associations/organizations/people that would find Anthony’s topics of high interest?

__________________________________________________________________________________________

Thank you for your business and taking the time to fill out this form.